BUSN 1101-001
Introduction to Business & Professional Development
Fall 2012

Instructor: Ms. Kristine Hopkins, MBA
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Office: Friday 368
Office Hours: By Appointment Only

Instructor: Ms. Jamie Chachere
Graduate Assistant: A-K
Email: stcenterpd@uncc.edu
Telephone: 704-687-7661
Office: Friday 275-C
Office Hours: M: 11:30am - 12:30pm
W: Noon - 2:00pm
R: 11:00 am - 1:00pm

Instructor: Ms. Melissa Martin
Graduate Assistant: L-Z
Email: stcenterpd@uncc.edu
Telephone: 704-687-7568
Office: Friday 275-C
Office Hours: M: 3:30pm - 4:30pm
W: 10:00am - noon
R: Noon - 2:00pm

Class Meetings: Mondays and Wednesdays, 2:00 - 3:15 pm, Rowe Building, room 130
*to include some additional Friday dates/times and one Monday evening

Materials: Required Text: Madura, Jeff. Introduction to Business, 5th edition
Handouts and other course materials will be provided in class or on the class Moodle site.

Course Description: Introduction to Business and Professional Development. (3) Prerequisite: Belk College of Business major with less than 35 hours earned. Fundamentals of business, including accounting, economics, entrepreneurship, finance, international business, management, management information systems, and operations and supply chain management. Other topics related to professional development include: career planning, business etiquette, oral and written communication, networking, and professional presence. (Fall)

Objectives: The objectives of this course are to:
• Understand how businesses are planned, developed, and organized
• Examine how businesses operate in our modern, political, social, and economic environment
• Examine the functional areas of business and the corresponding majors in the Belk College
• Expand and enrich your business vocabulary and research skills
• Create an awareness of the various career opportunities in business
• Provide an atmosphere in which you can relate personal consumer behavior, work experience and business concepts.

Grading Scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance &amp; Participation</td>
<td>50</td>
</tr>
<tr>
<td>Exam # 1</td>
<td>150</td>
</tr>
<tr>
<td>Exam # 2</td>
<td>150</td>
</tr>
<tr>
<td>Exam # 3</td>
<td>150</td>
</tr>
<tr>
<td>Assignments &amp; Quizzes</td>
<td>500</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
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</table>

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900 – 1000 Points</td>
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<tr>
<td>B</td>
<td>800 – 899.99</td>
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<tr>
<td>C</td>
<td>700 – 799.99</td>
</tr>
<tr>
<td>D</td>
<td>600 – 699.99</td>
</tr>
<tr>
<td>F</td>
<td>0 – 599.99</td>
</tr>
</tbody>
</table>

This syllabus contains the policies and expectations established for BUSN 1101, Introduction to Business & Professional Development. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students.
This is a three semester hour course. Homework assignments and exercises will be due at the beginning of class, when an assignment is due. Quizzes on assigned readings are due online prior to the class start and are administered at my discretion.

**Attendance:** is required and students should come to class on time with materials ready. This will involve advanced preparation on your part. All expectations will be communicated via this syllabus and the class Moodle site. Students must assume full responsibility for material covered and assignments given during a missed class. This means checking the syllabus and with classmates to make up missed work. **Note that there is no difference between an “excused” or “unexcused” absence.** It is not necessary to submit doctor’s notes or other paperwork to me or the Graduate Assistants for this reason.

**Note that students will be required to attend events and activities outside of this class.** The dates and times of mandatory meetings will be announced on the first day of class. Students will have some ability to determine the timing of these required events. **Absences from outside events or activities will result in a zero grade for the activity or assignment.**

**Emergencies:** If you encounter an extreme situation that impacts your ability to attend classes or produce required classwork, such as death in the immediate family (father, mother, sibling), emergency medical care, unforeseen or extensive medical problems/mental health issues etc., contact the Dean of Students Office for assistance immediately. This should be your first point of contact, followed by your professors and Academic Advisor.

**Classroom Conduct:** To better prepare you for the business profession, **being late to class, leaving early, sleeping, using disrespectful/vulgar language or excessive talking with your neighbor will not be tolerated.** This behavior disrupts the learning environment for others in the classroom. Students exhibiting these behaviors will be asked to leave and the final grade for the course may be penalized.

**Performance Expectations:**

1. Students should read assigned material PRIOR to class. This involves reading the entire chapter, outlining notes, and utilizing the study guide in the back of the chapter. Class time will be used to reinforce important concepts and is a platform for you to seek further clarification from the instructor. **Note that hours spent studying does not necessarily equate to an “A” grade -- only your performance as measured by the grades on your assigned work. You have to demonstrate your understanding of the material, and this is what determines your overall grade.**

2. Students should take lecture notes during class. This is not writing down every word that is spoken, but maximizing your understanding of key concepts and examples. If you have taken notes on the chapter prior to attending the class, you will have an easier time recording notes and following the class discussion. **We will not have time to cover all textbook and other assigned material in class discussions. Students are responsible for all assigned material whether or not it is discussed in class.**

3. Prepare for exams early. Ask questions and participate in class discussions throughout the semester. **Examine your understanding of the material by using the self-tests, concept review questions, case studies, and other application exercises found at the end of each chapter.** **Still need help? Form a study group of your peers and begin studying for the exam at least one week prior to the exam date.**

4. All students will be graded fairly and according to the total number of percentage points earned on each assignment. Do not ask me to grade you differently based on a personal circumstance, your full-time or part-time job, your visa status, your roommate/boy or girlfriend/family situation, or how much you want to be a business major. There are no opportunities for “extra-credit” and no curves on exams.
**Assignments:** Unless otherwise stipulated, graded assignments will consist of in-class activities, group work, reflections on workshops, and attendance in mandatory events. Additional details will be provided at the time the assignment is given. Note that other assignments not included on the list below may be given at any point in the semester.

**BCOB Bingo Card** – Attend the Belk College Freshmen Picnic on Friday, August 24 from 11am – 2pm. Visit each of the stations on the card and receive stamp or signature. Turn in completed card to the Graduate Assistant(s) at the close of the event.

**SIFE Etiquette Dinner** – Attend the SIFE Etiquette Dinner on Wednesday, Oct 22 or Oct 29 from 6:00pm – 9:00pm in the Student Activities Center. Select the date online through the class Moodle site.

**Career Discovery Team (CDT) Workshops** – Attend four workshops with assigned CDT. CDTs are limited to 30 students per workshop and are scheduled on Fridays throughout the semester. Signups are available online through the class Moodle site. Complete assignments as determined during team meetings. Additional work may be required prior to the start of each CDT workshop.

**Executive Minute Clinics (EMCs)** – Choose and attend one EMC (topic list available in Moodle). EMCs are limited to 15 students per session and are offered on a variety of days and times throughout the semester. Signups are available online through the class Moodle site. Complete pre-workshop assignment and post-workshop reflection activity.

**My Dream Job** – Individual written reflection assignment at least two pages in length (double-spaced). Must be reviewed and critiqued by Writing Resources Center.

**Late Work:** Is not accepted. Do not ask to turn in work late. If you are out unexpectedly, email me your assignment or upload to Moodle by the start of the class period in which the assignment is due.

**Quizzes:** Quizzes on assigned readings are due online **prior** to the class start and are administered at my discretion. Students can access quizzes through the course Moodle site.

**Exams:** All exams will be multiple-choice based on the readings in the text, class discussions, and other outside work. Students will come prepared for exams with number two pencil and student ID card. Late admittance to exams will not be permitted and students lacking the proper ID card will be ineligible to sit for the exam. Students who are unable to attend a scheduled exam must present documentation of a valid medical/ personal emergency or verification of required attendance at university function (in advance of the scheduled exam) in order to obtain permission to make-up a missed exam. Make-up exams are in essay format.

**Exam Conduct:** Students must display proper conduct during exams – keep your eyes on your test booklet, cover your answers to prevent others from viewing your work, switch all electronic devices to the “off” position, and maintain a clear workspace (no personal belongings near desktop). Any hats obscuring the face will be asked to be removed or turned backward. Once the exam begins, students may not leave the classroom and return. Be sure to take care of any personal needs before the exam begins. All test materials will be collected at the end of the exam period.

**Honor Code:** Students are expected to abide by the “UNC Charlotte Code of Academic Integrity” as described in the **UNC Charlotte Undergraduate Catalog**. Students found in violation may be subject to failure of an assignment, exam, and/or the course.

**Cell Phones & Computer Use:** The use of laptop computers, cell phones, or other communication devices is disruptive, and is therefore prohibited during class. Students using such devices will be asked to leave the classroom.

**Disability Services:** Students in this course seeking accommodations for disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations.
Diversity Statement: The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Religious Observance: UNC Charlotte provides reasonable accommodations including two excused absences each academic year, for religious observances required by a student’s religious practice or belief. Such reasonable accommodations must be requested in advance and include the opportunity for the student to make up any tests or other work missed due to an excused absence for a religious observance. Students must submit in advance a “Request for Accommodation for Religious Observance” form available online at: http://legal.uncc.edu/policies/ps-134.html.

Syllabus Modification: The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class or by written or email notice.

**BUSN 1101-001: Introduction to Business & Professional Development**

**Class Syllabus**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT DUE</th>
</tr>
</thead>
</table>
| 8/20   | M  
Class Overview  
Course Syllabus & Objectives  
First Day of Classes – University       |                                    |
| PART A. PLANNING STAGES |                                                                 |                                    |
| 8/22   | W  
Mission, Vision and Values  
UNC Charlotte & the Belk College of Business  
Roles and Responsibilities of Students & Faculty | Complete Syllabus Quiz on Moodle |
| 8/24   | F  Belk College FRESHMEN PICNIC  
*Mandatory attendance                  | 11:00am–2:00pm  
Student Union  
BCOB Bingo Assign. |
| 8/27   | M  
Functions of Business  
Key Stakeholders, Resources & the Business Environment | Read Chpt 1 |
| 8/29   | W  
Entrepreneurship & Business Planning  
Career Planning – My Dream Job Assignment  
Last Day to Drop/Add Course(s) *  
Last Day to Submit a Grade Replacement Request *  
Second Cancellation for Non-Payment, 11:59 p.m.  
Deadline to Change Grade Type (P/NC or Audit) | Read Chpt 6  
* Online by 11:59 pm |
| 9/3    | M  
NO CLASSES: Labor Day – University Closed  
Deadline for Compliance with NC Immunization Law |                                    |
| 9/5    | W  
Forms of Business Ownership  
Assessing the Self: Myers Briggs | Read Chpt 5 |
| 9/10   | M  
Economics: Assessing Economic Conditions  
Economics Major | Read Chpt 3 |
| PART B. DEFINING STRUCTURE |                                                                 |                                    |
| 9/12   | W  
Finance  
Finance Major | Read Chpt 16 |
| 9/17   | M  
Personal Finance |                                    |
| 9/19   | W  
Goal Setting & Time Management |                                    |
| 9/24   | M  
Exam # 1 (Chapters 1, 3, 5, 6, 16) | Goal Setting Assign. |
| 9/26   | W  
Myers Briggs Interpretation |                                    |
| 10/1   | M  
Management: Organizational Structure  
Management Major | Read Chpt 8 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Topic / Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/3</td>
<td>W</td>
<td>Marketing: Creating &amp; Pricing Products Kimmerly-Clark &amp; Nestle Presentation</td>
</tr>
<tr>
<td>10/8 - 9</td>
<td>M- T</td>
<td>NO CLASSES – FALL BREAK</td>
</tr>
<tr>
<td>10/10</td>
<td>W</td>
<td>Marketing Yourself – Niner JobNet, University Career Center My Dream Job Assg.</td>
</tr>
<tr>
<td>10/15</td>
<td>M</td>
<td>Marketing: Promoting Products Marketing Major Unsatisfactory Grade Notices emailed to Students Spring 2013 Schedule of Classes available on the web Student Registration Appointment times available on the web</td>
</tr>
<tr>
<td>10/17</td>
<td>W</td>
<td>Accounting Accounting Major</td>
</tr>
<tr>
<td>10/22</td>
<td>M</td>
<td>Management Information Systems: Role of Technology in Business Management Information Systems Major Operations &amp; Supply Chain Management: Improving Productivity &amp; Quality Operations &amp; Supply Chain Management Major</td>
</tr>
<tr>
<td>10/24</td>
<td>W</td>
<td>Exam #2 (Chapters 8, 9, 12, 13, 14, 15)</td>
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<tr>
<td>10/29</td>
<td>M</td>
<td>IBM Business Presentation Meet in McKnight Auditorium at 2:00 pm Last Day to Withdraw from a Course with a “W” Grade and retain others*</td>
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<tr>
<td>10/31</td>
<td>W</td>
<td>Management: Managing Effectively Developing Your Leadership Skills</td>
</tr>
<tr>
<td>11/5</td>
<td>M</td>
<td>Interpersonal Communication – Oral &amp; Written Registration for Spring 2013 begins</td>
</tr>
<tr>
<td>11/7</td>
<td>W</td>
<td>Business Etiquette</td>
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<tr>
<td>11/12</td>
<td>M</td>
<td>Management: Hiring, Training, &amp; Evaluating Employees</td>
</tr>
<tr>
<td>11/14</td>
<td>W</td>
<td>Building Your Resume &amp; Cover Letter</td>
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<tr>
<td>11/19</td>
<td>M</td>
<td>Networking &amp; Interviewing Deadline to Withdraw from All Courses with “W” grade *</td>
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<tr>
<td>11/21- 11/24</td>
<td>W- Sat</td>
<td>NO CLASSES – THANKSGIVING BREAK</td>
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<tr>
<td>11/26</td>
<td>M</td>
<td>Management: Motivating Employees</td>
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<tr>
<td>11/28</td>
<td>W</td>
<td>International Business: Assessing Global Conditions Study Abroad &amp; International Business Major</td>
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<tr>
<td>12/3</td>
<td>M</td>
<td>Business Ethics, Personal &amp; Social Responsibility</td>
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<tr>
<td>12/5</td>
<td>W</td>
<td>Course Summary Emotional Intelligence Last Day of Classes - University</td>
</tr>
<tr>
<td>12/6</td>
<td>R</td>
<td>Reading Day</td>
</tr>
<tr>
<td>12/7 - 14</td>
<td>F-F</td>
<td>Final Exams</td>
</tr>
<tr>
<td>12/10</td>
<td>M</td>
<td>Exam #3 (Chapters 2, 4, 7, 10, 11), Scheduled at 2:00 pm – 4:30 pm</td>
</tr>
<tr>
<td>12/15</td>
<td>Sat</td>
<td>Commencement</td>
</tr>
<tr>
<td>12/17</td>
<td>M</td>
<td>Grades due on the Web by Noon</td>
</tr>
<tr>
<td>12/20</td>
<td>R</td>
<td>Fall 2012 Probation/Suspension Notifications sent to Students</td>
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<tr>
<td>1/9/13</td>
<td>W</td>
<td>First Day of Classes – University</td>
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